

Fashion Calendar

1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 17, 1949</u>			
Friday June 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS Eddie Rubenstein presents his Fall collection of junior dresses at a breakfast show for the press. By invitation only. Continuous trade showings beginning, Monday, June 20. Contact: Roberta D. Miles, BR. 9-4082 or WA. 9-1362.	CRESTLEE, INC.	1400 BROADWAY SHOWROOM-30TH FL.
Friday June 17 4:00 P.M.	BEAUTY TALKS FOR TEENS Representatives from Revlon and Helena Rubinstein will discuss beauty for teens on June 17 and June 24. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR
Now Showing June 18	ANNUAL EXHIBITION--A FASHION CAREER SURVEY The Twenty-Sixth Annual Exhibition of the work of Traphagen students, covering all branches of fashion and demonstrating techniques of costume design and illustration. Open to public. Contact: Dorothy Tyroler, CQ 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
June 19	FATHER'S DAY (Sunday).		
Sunday June 19- June 24	INTERNATIONAL STORE MODERNIZATION SHOW The third annual International Store Modernization show will again run a national competition among Chambers of Commerce for the "Best Modernized Store of the Year". The show will sponsor field trips to 12 branches of N.Y. stores on Long Island and in Westchester. Tickets at \$3.00 a round trip may be obtained from headquarters at 40 East 49th Street. Contact: John W. H. Evans, PL. 5-8876.	STORE MODERNIZATION SHOW, INC.	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
<u>WEEK BEGINNING MONDAY, JUNE 20, 1949</u>			
Monday June 20 2:30 P.M.	BILLIE BURKE TO LAUNCH NEW BOOK Billie Burke will be present at A & S to launch her new book "With A Feather On My Nose." There will be a showing of "Eternally Young" fashions for the mature woman, with beauty suggestions by Charles of the Ritz. Open to public. Publicity: Frances Bemis, TR. 5-1700.	ABRAHAM & STRAUS, INC.	SPECIAL EVENTS CENTER 8TH FLOOR
Beginning Monday June 20	OPENING OF COMPLETE FALL LINE Miss Doreen will present her complete Fall line of blouses and skirts for day and evening wear. Continuous showing for trade. Contact: MU. 8-3280.	DOREEN BLOUSE CO.	25 WEST 57TH STREET SHOWROOM-3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 20- June 24	CORSET AND BRASSIERE SHOW The Buyers Lounge will exhibit a panorama of fashion going back 100 years with emphasis on the evolution of corsetry during that period; and also including modern corsetry as exemplified by the participating exhibitors. Contact: Jed Sylbert, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN B'WAY & 34TH STREET
June 20- June 25	FOURTEENTH ANNUAL NATIONAL SWIM FOR HEALTH WEEK. Publicity: Martin Stern, VA. 6-0543.		
Tuesday June 21 1:00 P.M.	SHOWING OF "COMPLAINT-FREE-CLOTHES" A fashion show featuring "Complaint-Free-Clothes" will be sponsored by the NRGA in conjunction with its Merchandising Division Convention, June 20 - June 21. The show will be produced in cooperation with the fashion editorial staff of "Good Housekeeping" magazine. Port-o show stage designed by Merchandising Arts. By invitation only. Publicity: Dane Hahn, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Tuesday June 21 2:30 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Press preview of Varden Petite and Varden Casuals collection for Fall. Hats and accessories from Mr. John. Gloves from Wear Right. Commentator: Maggi McNellis. By invitation only. Publ.: Mona Manet, PE.6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday June 21 4:30 P.M. Cocktails	FALL SHOWING OF COUTURE COLLECTION Don Loper of California presents his advance Fall Couture collection to the press for the first time in N.Y. at the Hotel Berkshire, Suite 1803. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	DON LOPER OF CALIFORNIA	HOTEL BERKSHIRE 21 EAST 52ND STREET
Wednesday June 22 9:30 A.M. Breakfast	"SUEDES IN THE SUNLIGHT" Presentation of the Fall collection of suedes by Samuel Robert at breakfast in the Hotel Chatham's outdoor restaurant. (In case of rain the date will be Thursday, June 23) Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	SAMUEL ROBERT SUEDES	CHATHAM WALK 48TH & VANDERBILT
Wednesday June 22 7:00 P.M. Cocktails	ANNUAL RAINWEAR FASHION SHOW The N.Y. Raincoat Mfrs. Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Saturday June 25 11:00 A.M.	"SQUARE DANCE" FASHION SHOW Showing of teen-age square dance fashions that can be sewed at home. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Monday June 27 12:00 Noon Luncheon	AUTHOR LUNCHEON FOR THE PRESS Luncheon to honor Mary Brooks Picken, author of the "Singer Sewing Book". Pre-publication information will be available on this book, the first complete book of sewing techniques both for home dressmaking and home decoration, sponsored by the country's oldest sewing machine company. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU.9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 27- June 29 3:30 P.M.- 5:30 P.M. Cocktails	PRESS SHOWINGS OF HATS & ACCESSORIES Press showing of Irma Kigere's Originals--Fall hats and accessories, including belts, shawls, stoles, scarfs, gloves, and "things". By invitation. Trade showings beginning June 20. Contact: Dee Bass, Packaged Publicity and Promotion, MU. 3-5412.	IRMA KIGERE	665 FIFTH AVENUE SALON - 11TH FLOOR
Beginning Monday June 27	OPENING OF FALL JEWELRY LINE Opening of complete Fall line of Coro costume jewelry at their redecorated showrooms. Contact: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET THIRD FLOOR
Tuesday June 28 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Autumn hat collection to the press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show... "Tweeds--Tweeds--Tweeds; What Accessories?" Commentator and Chairman of Accessories Division: Marjorie Schlesinger, accessory stylist, Macy's. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 28 5:00 P.M. Cocktails 5:30 P.M. Show	MARVELLA PEARLS FASHION SHOW Marvella Pearls will present their Fall collection, designed by Jacques Fath. Cocktails at 5:00 P.M. Fashion Show at 5:30 P.M. Commentator: Adelaide Hawley. Attendance by invitation only. Publicity: Margaret Markley, Marvella Pearls, PL. 7-5610.	WEINREICH BROS. CO. (383 FIFTH AVENUE)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Wednesday June 29 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY Lenesta will present a preview of her hats for Autumn to the press during luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 11:00 A.M. Informal Luncheon	PRESS PREVIEW OF FALL MILLINERY Presentation of Florence Reichman's Fall millinery fashions to the N.Y. press. Informal luncheon will be served after the show. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 6 4:00 P.M. Tea	PRESS SHOWING OF FALL MILLINERY Mary Goodfellow will present her Fall millinery collection to the local press. Attendance by invitation only. Publ.: Mildred Kaldor, MU.9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Thursday July 7 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW "Never Forget--Fashion Means Business"...the Fashion Group will present a showing of Fall hats by leading milliners. Fashion show commentator: Maud G. Moody, Women's Wear Daily. Speaker: Estelle Hamburger, fashion promotion consultant. Price (including tax and tip): \$4.00 for members; \$4.50 for guest. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday July 7 4:00 P.M. Cocktails	FALL MILLINERY PREVIEW FOR PRESS Showing of Emme's Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	21 EAST 56TH STREET SALON
Friday July 8 12:00 Noon Luncheon	PRESS PREVIEW OF FALL MILLINERY Aranka will present her Fall millinery to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ARANKA, INC. (19 EAST 56TH ST.)	PLACE TO BE ANNOUNCED
Sunday July 10 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her semi-annual millinery fashion show to the out-of-town press. By invitation only. Publ.: Mildred Josephs, PL.3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday July 11 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N.Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Showing of Walter Florell's Fall millinery collection to the local press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 11 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Showing of Coro jewelry and Glentex scarfs at an accessories fashion show for local and out-of-town press. Showing at 5:15 P.M. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 11 6:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Laddie Northridge presents his Fall and Winter millinery to the out-of-town press. By invitation only. Publ.: Elizabeth Maher Assoc., EL.5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Tuesday July 12 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Underneath It's Embroideries" - a showing for out-of-town press of negligees and lingerie fashions, featuring Schiffli embroidery. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 12 8:00 A.M. Breakfast	MILLINERY FASHIONS FOR VISITING PRESS Autumn hat collection by Irene of New York will be presented to the out-of-town press. By invitation only. Publ.: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 12 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall dress and suit collection to the out-of-town press. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday July 12 3:00 P.M.- 7:30 P.M.	HOPE DIAMOND DISPLAY AND NEW DIAMONDS The Hope, the Star of the East, and other diamonds from the McLean collection, together with the newest creations by Harry Winston, will be shown to the press at the House of Winston. Escorted tours of the design studios, diamond cutting and jewelry manufacturing facilities. By invitation only. Publicity: Mrs. Jean Shanley, N.W. Ayer & Son, Inc., CI. 6-0200; or Harry Winston, Inc., PL. 3-1510.	N.W. AYER & SON, INC.	HARRY WINSTON, INC. 7 EAST 51ST STREET
Tuesday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF NECKTIE DESIGNS Preview for local and out-of-town editors of Signet ties, designed by Tina Leser, Washington Tremlett, Mr. Ned; and also the French collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SIGNET TIES	16 EAST 34TH STREET SHOWROOM-9TH FLOOR
Tuesday July 12 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES For the first time, Yolande will present a three-in-one collection of their handmades to the out-of-town and local fashion press. Included will be lingerie, blouses and baby clothes; and couture designs will range in age from "one to 21 to simply not telling." Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Ida Miller, Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Tuesday July 12 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday July 12 9:00 P.M.	PARTY FOR VISITING AND LOCAL EDITORS "Just A Wonderful Party!" to be given by the Gruen Watch Company for the out-of-town and local press. Party begins in the Maisonette Room at the St. Regis at 9:00 P.M. and ends in the Penthouse Terrace with a Moonlight Buffet. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GRUEN WATCH COMPANY	ST. REGIS HOTEL MAISONETTE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS Showing of Mme. Pauline's Fall millinery for local and out-of-town editors. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	MME. PAULINE	6 EAST 53RD STREET SALON
Wednesday July 13 12:30 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS Preview of Varden Petite and Varden Casuals for the out-of-town press. Hats and accessories from Mr. John. Gloves from Wear Right. Attendance by invitation only. Publicity: Mona Manet, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday July 13 3:00 P.M. Cocktails	PRESS SHOWING OF MILLINERY FASHIONS Showing of hat pattern models with interpretations for custom millinery, also ready-to-wear hats. Attendance by invitation only. Contact: Elizabeth Macintosh & Associates, TE. 8-7147.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Wednesday July 13 3:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF FALL FABRICS Informal fashion show and presentation of Hafner's Fall fabrics for the local and out-of-town press. Attendance by invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	350 FIFTH AVENUE ROOM 1821
Wednesday July 13 5:00 P.M. Cocktails	FALL SHOWING FOR VISITING PRESS Showing by Lilly Dache for out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Wednesday July 13 5:30 P.M. Cocktails Buffet	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite local and out-of-town editors to a cocktail party, with a Fall fashion show by leading milliners at 7:15 P.M. This will be followed by buffet supper and entertainment. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	RITZ CARLTON HOTEL CRYSTAL ROOM
Thursday July 14 8:00 A.M. Breakfast	COUTURE VELVETS IN READY-TO-WEAR Presentation for the out-of-town press of ready-to-wear fashions in Paris-sponsored Crompton couture velvets. Included will be suits, day and evening wear, accessories, and bathing suits. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	CROMPTON RICHMOND	LONGCHAMPS B'WAY & 41ST STREET
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N. Y. Press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday July 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will invite the out-of-town and local editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	PLACE TO BE ANNOUNCED

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Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Thursday July 14 6:15 P.M.	MILLINERY FASHIONS FOR VISITING PRESS Presentation of Fall hats by Fred Frederics to the out-of-town press. By invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Friday July 15 8:00 A.M. Breakfast	RIBBON FASHIONS FOR VISITING PRESS "You'll Wear Ribbons" -- Showing for visiting editors of ribbon fashions and accessories from Paris and New York. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Friday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL HANDBAGS Koret will present Fall handbags to the out-of-town press at a buffet luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	KORET, INC.	33 EAST 33RD STREET SHOWROOM
Friday July 15 3:45 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS Fall millinery by Mr. John will be presented to the out-of-town press. Attendance by invitation only. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Friday July 15 7:30 P.M.	WEEKEND PARTY FOR VISITING PRESS William Bass and the Greenbriar Hotel have invited the out-of-town press on "The Greenbriar Special" for the weekend. The train will depart from Pennsylvania Station, N.Y., on Friday, July 15, 7:30 P.M. (daylight saving time). Attendance by invitation only. Publicity: Laura Benham, MU. 5-0022.	WILLIAM BASS; & GREENBRIAR HOTEL	WHITE SULPHUR SPRINGS WEST VIRGINIA
Saturday July 16 6:00 P.M. Cocktails	COCKTAIL PARTY AT GREENBRIAR HOTEL Thalhimer Brothers will give a cocktail party for William Bass and the out-of-town press at the Greenbriar Hotel. Attendance by invitation only. Publicity: Laura Benham, MU. 5-0022.	THALHIMER BROS.	WHITE SULPHUR SPRINGS WEST VIRGINIA
Saturday July 16 8:00 P.M. Dinner	FASHION SHOW AT GREENBRIAR HOTEL William Bass will present his Fall collection at a dinner fashion show for the out-of-town editors. Precious jewels from Jewelry Industry Council. By invitation only. Publicity: Laura Benham, MU. 5-0022.	WILLIAM BASS	WHITE SULPHUR SPRINGS WEST VIRGINIA
Sunday July 17 6:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS Mr. Thomas J. Deegan, vice-president of the Chesapeake & Ohio Railroad, will invite the out-of-town editors to a cocktail party at the Greenbriar Hotel. Attendance by invitation only. Publicity: Laura Benham, MU. 5-0022.	CHESAPEAKE & OHIO RAILROAD	WHITE SULPHUR SPRINGS WEST VIRGINIA
Sunday July 17 9:00 P.M.	"NIGHTCAPS" ON TRAIN FROM GREENBRIAR Guerlain will present "Nightcaps" to the out-of-town editors on their return trip from the Greenbriar Hotel. Publicity: Laura Benham, MU. 5-0022.	GUERLAIN, INC.	FROM WHITE SULPHUR SPRINGS, W. VIRGINIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 18 8:00 A.M. Breakfast	BREAKFAST PARTY ON TRAIN FROM GREENBRIAR Mr. T. O. Williams, Jr., vice-president of the Maybelline Co., will be host at a breakfast for the out-of-town editors on the train from the Greenbriar Hotel. By invitation only. Publ.: Laura Benham, MU. 5-0022.	MAYBELLINE COMPANY	FROM WHITE SULPHUR SPRINGS, W. VIRGINIA
Monday July 18 9:30 A.M.	JUDY'N JILL FASHIONS FOR VISITING PRESS Presentation of Judy'n Jill Fall fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
Monday July 18 11:00 A.M.	SHOE FASHIONS FOR LOCAL & VISITING PRESS Delman will present Fall shoe fashions to the local and out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN, INC.	754 FIFTH AVENUE SALON
Monday July 18 2:30 P.M.	SHOWING OF SCARFS FOR VISITING PRESS Brooke Cadwallader will present a showing of his Fall scarfs to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 18 3:30 P.M.	FALL FASHIONS FOR VISITING PRESS The out-of-town press will be invited to a showing of Fira Benenson's Fall collection. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday July 18 4:30 P.M.	FUR FASHION SHOW FOR VISITING PRESS Esther Dorothy will present fur fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SHOWROOM
Wednesday July 20 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOWING Presentation of Fall costumes created by leading designers in John Walther Fabrics during luncheon showing. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Tuesday July 26 2:30 P.M. Cocktails	PRESS PREVIEW: FALL FURS AND CLOTH COATS Presentation to the fashion press of the I. J. Fox Fall-Winter, 1949-1950, collection of Fur coats and "Little Furs" - fur trimmed and untrimmed cloth coats featuring originals and adaptations. Accessorized by Roberta Miles. By invitation only. Contact: Helen Rothman, MU. 5-4500.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Wednesday July 27	ARRIVAL OF REBUILT "ILE DE FRANCE" The S.S. Ile de France will return to trans-Atlantic passenger service after being decorated by the French Government for duty. Completely rebuilt on a more-space, more-luxury plan, the ship will arrive on July 27, and depart again for Le Havre July 30. Fashion photographs may be taken aboard during subsequent calls in port. French Line Publicity: Charles J. Hogan, 610 Fifth Avenue, PL. 7-2500.	FRENCH LINE	PIER 88 WEST 50TH STREET

MUSIC...MOVIES...THEATRE...TELEVISION...MUSEUMS

Beginning
Monday
June 20

STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
The thirty-second season of Stadium Concerts will begin Monday, June 20,
for eight weeks of five concerts weekly.

Monday, June 20: William Kapell, pianist, playing Rachmaninoff Second
Piano Concerto: Fritz Reiner conducting the New York
Philharmonic-Symphony.

Tuesday, June 21: Fritz Reiner conducting all-orchestral program.

Wednesday, June 22: Jeanne Mitchell, violinist, playing Vieuxtemps Con-
certo No. 4: Fritz Reiner conducting.

Thursday, June 23: Astrid Varney, soprano, and Herbert Janssen, baritone,
Fritz Reiner conducting a Wagner-Strauss program.

Saturday, June 25: N.Y. debut of the Philharmonic Piano Quartet; pianists
Ada Kopetz, Bertha Melnik, John Scales, Max Walmer
playing music ranging from Bach to Cole Porter.

Unreserved seats: 30¢-60¢-\$1.40. Reserved seats: \$2.00. Table for eight
(reserved): \$24.00. Publicity: Margaret Hartigan, CI. 6-4462.

Wednesday
June 22

PREMIERE: "TAKE ONE FALSE STEP" (Movie) RIVOLI THEATRE, 1620 B'WAY
Universal-International release of a comedy-drama, starring William Powell
and Shelley Winters, featuring Marsha Hunt, James Gleason and Dorothy
Hart. Newlywed Powell takes one false step in the direction of his ex-
girl friend Winters and the fun begins in the Chester Erskine produced-
directed film. Gowns by Orry Kelly. Publ.: Lowell Benedict, PL. 9-8000.

Wednesday
June 22;
Friday
June 24
12:30 P.M.
1:00 P.M.

TELEVISION: VANITY FAIR CBS-TV, CHANNEL 2
"Are Men's Formals Becoming More Informal?" O.E. Schoeffer, Fashion
Editor, "Esquire" will discuss correct fashions for men.
"So You're Staying In The City This Summer?" Showing of cool, appropriate
summer wardrobe from Saks Fifth Avenue. Publicity for Saks Fifth Avenue:
Helen Kauper. Contact: Helen Brattrud, PL. 5-2000.

Thursday
June 23

PREMIERE: "LOOK FOR THE SILVER LINING" (Movie) RADIO CITY, 50TH & 6TH AVE.
Warner Brothers presents the life story of Marilyn Miller, musical comedy
star. Cast includes June Haver, Ray Bolger, Gordon MacRae and Charlie
Ruggles. Producer: William Jacobs. Director: David Butler. Gowns by
Travilla; men's costumes by Marjorie Best. Publicity: Eve Siegel,
CI. 6-1000.

Friday
June 24

PREMIERE: "THE FOUNTAINHEAD" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers presents film based on Ayn Rand's novel of the same name.
Produced by Henry Blanke, directed by King Vidor. It stars Gary Cooper,
Patricia Neal, Raymond Massey and Kent Smith. Ultra-modern architect
fights to reach idealistic goals while embroiled in a complicated
romance. Wardrobe by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Thursday
July 7

OPENING: "MISS LIBERTY" IMPERIAL THEATRE, 45TH ST. WEST OF B'WAY
Irving Berlin, Robert E. Sherwood and Moss Hart present a new musical
comedy with book by Robert E. Sherwood and music and lyrics by Irving
Berlin. Cast includes Allyn McLerie, Eddie Albert, Mary McCarty and
Philip Bourneuf. Staged by Moss Hart. Choreography: Jerome Robbins.
Sets: Oliver Smith. Costumes: Motley. Publicity: William Fields,
CI. 5-7930.